

# 2013 Citizen Satisfaction Survey



**Newport News  
Police Department**

**June 20, 2013**

## CITIZEN SATISFACTION SURVEY

On May 7<sup>th</sup>, 2013, the Planning Division sent postcards to 762 households in the City of Newport News advising them of the available Citizen Satisfaction Survey which was posted on-line, utilizing the services of SurveyMonkey®, a cloud based web survey development company. The survey was advertised via a press release, as well as a posted statement on the front page of the Department's website.

The survey was kept open for response from May 7<sup>th</sup> through June 18<sup>th</sup>, 2013.

The purpose of the survey was to gauge citizens' overall satisfaction with the Newport News Police Department and the Emergency Communications Division via a series of 26 questions. Two of the questions allowed each participant to leave comments and feedback for both the Police Department and the Emergency Communications Division. The postcard also provided participants with a telephone number and an e-mail address they could use if they had any other questions or concerns regarding the Department, or the survey process.

Several comments were received, one specifically for the Emergency Communications Division, and five regarding the Police Department:

1. *This was violent situation. I felt the dispatcher should have stayed on the line with me.*
2. *Activity takes place often.*
3. *More visibility in my community.*
4. *Keep up the good work. Be good and GOD BLESS.*
5. *Thank you for being there. I live in Hilton Village and the gunfire noise has increased, but I know you will check it out.*
6. *You respond to domestic situations. More training and understanding is needed and, with some officers, sensitivity and professionalism (other call prior to 2012).*

One individual sent a "thank you" card with a note, "Sorry, but I do not use a computer so I thought I would let you know by mail that we are pleased with NNPD and their performance. Keep up the good work and GOD BLESS." (Please note that although this is being noted here, this particular response is not reflected in any of the statistical response information.)

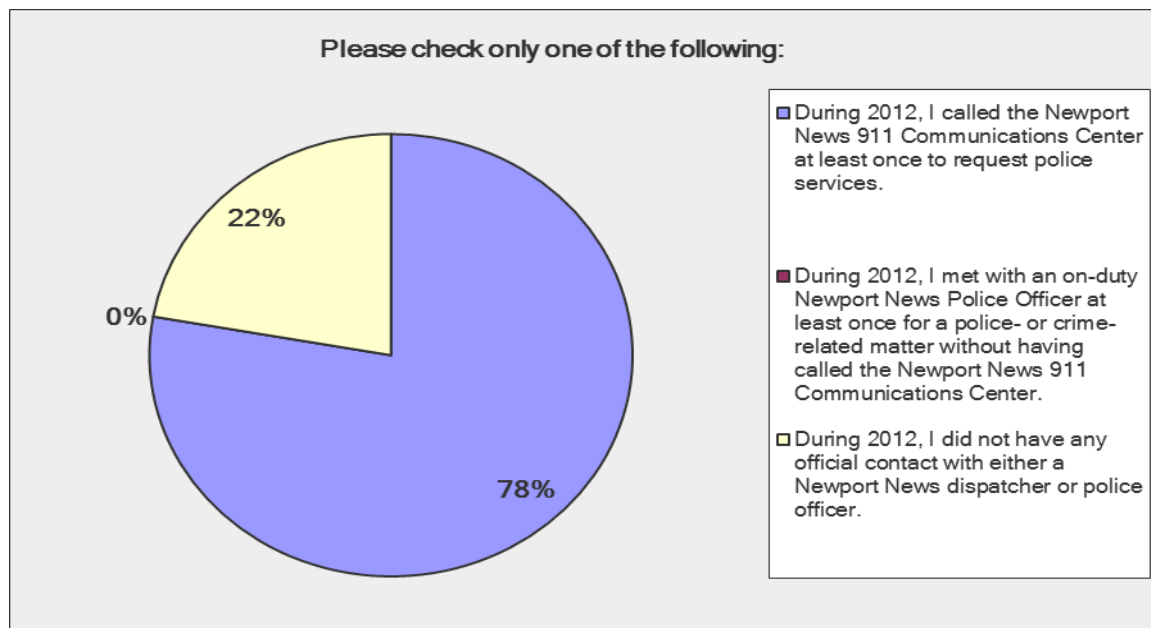
A sample population of 762 randomly selected addresses was used in the sample frame used, gleaned from the CADS data for the calls for service received in 2012. At the end of the project, 106 postcards were returned by the Post Office as undeliverable (for reasons of insufficient address information or expired forwarding order). Of the remaining 656 postcards, 9 electronic responses were received.

As you read the questions and the responses received, please note that:

1. The percentages reflected in the respondent comparisons are the percentages of the total within each group category (i.e. contact w/ dispatchers and/or police).
2. Questions #12 – 17 are directly comparable with the 2010 survey questions regarding the respondent's feeling of safety in the neighborhoods and business areas, bringing the questions in line with the International Association of City Manager's Annual Survey Instrument.

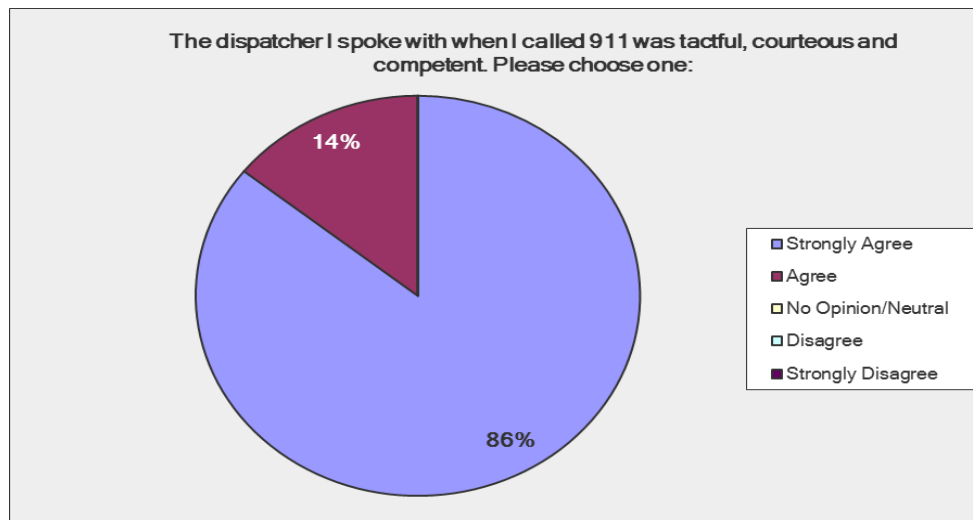
1. Please check only one of the following:

- During 2012, I called the Newport News 911 Communications Center at least once to request police services. (78%)
- During 2012, I met with an on-duty Newport News Police Officer at least once for a police or crime-related matter without having called the Newport News 911 Communications Center. (0%)
- During 2012, I did not have any official contact with either a Newport News dispatcher or police officer. (22%)



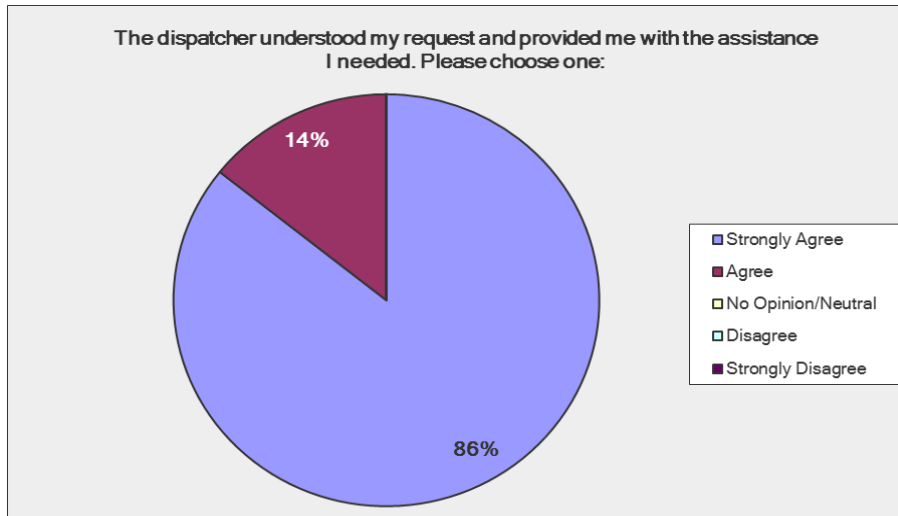
2. The dispatcher I spoke with when I called 911 was tactful, courteous and competent. Please choose one:

- Strongly Agree (86%)
- Agree (14%)
- No Opinion/Neutral (0%)
- Disagree (0%)
- Strongly Disagree (0%)



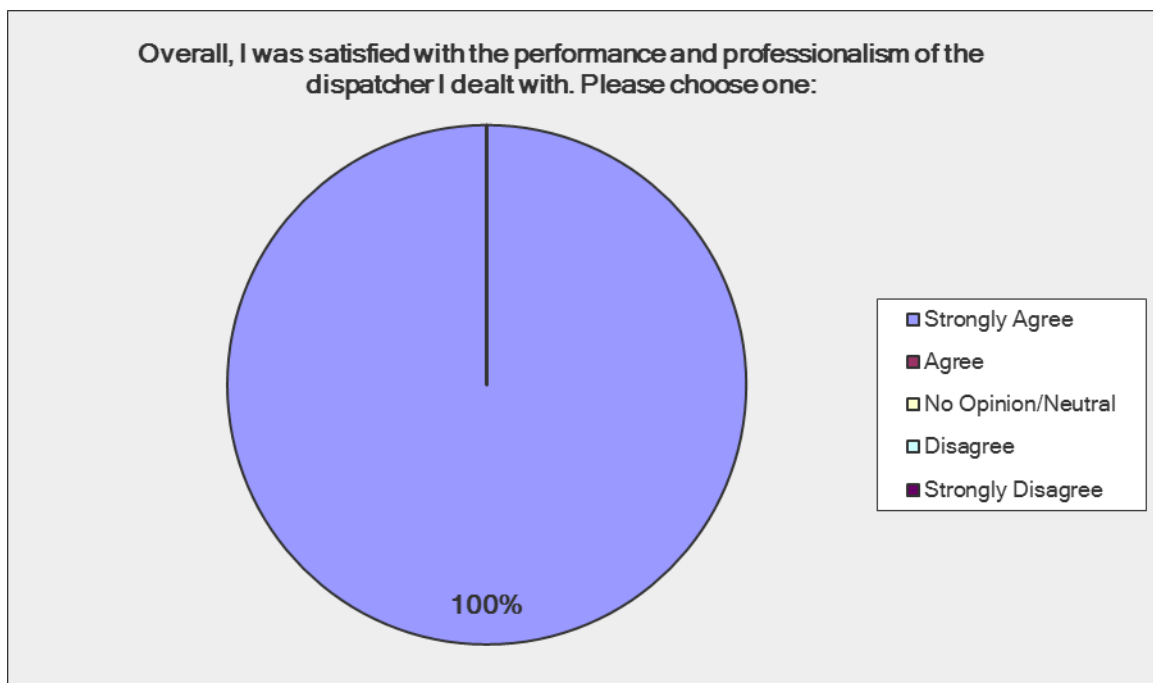
3. The dispatcher understood my request and provided me with the assistance I needed. Please choose one:

- Strongly Agree (86%)
- Agree (14%)
- No Opinion/Neutral (0%)
- Disagree (0%)
- Strongly Disagree (0%)



4. Overall, I was satisfied with the performance and professionalism of the dispatcher I dealt with. Please choose one:

- Strongly Agree (100%)
- Agree (0%)
- No Opinion/Neutral (0%)
- Disagree (0%)
- Strongly Disagree (0%)



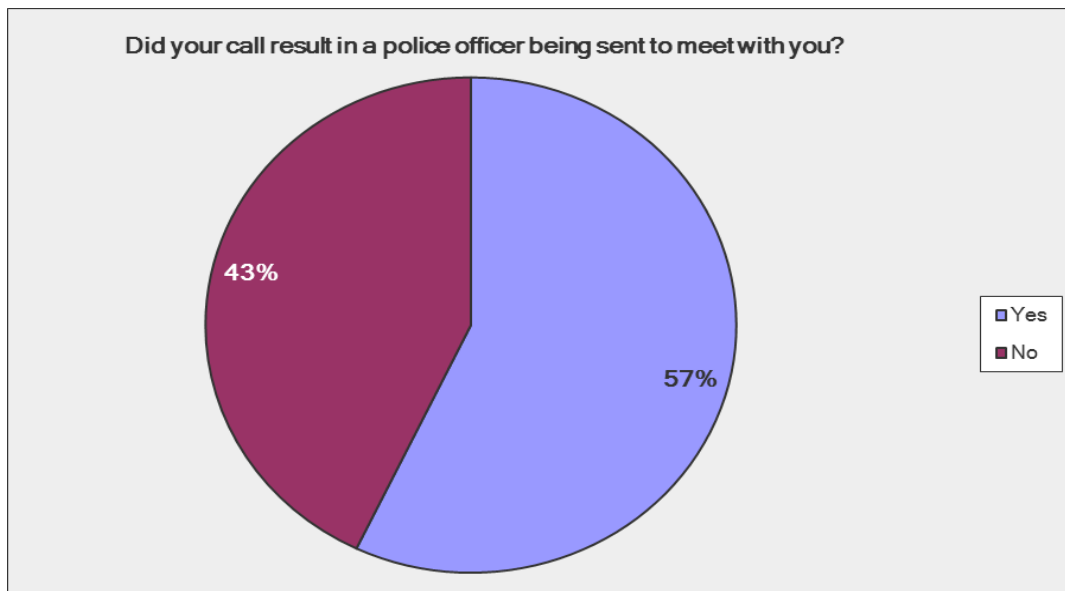
5. Please enter any recommendations, comments or suggestions you might have regarding our dispatch function in the block below:

- None at the moment
- This was violent situation. I felt the dispatcher should have stayed on the line with me.

6. Did your call result in a police officer being sent to meet with you?

Yes: 57%

No: 43%



7. If an officer was dispatched to meet with you, was it the result of you or an immediate family member being a victim of a crime?

Yes: 0%

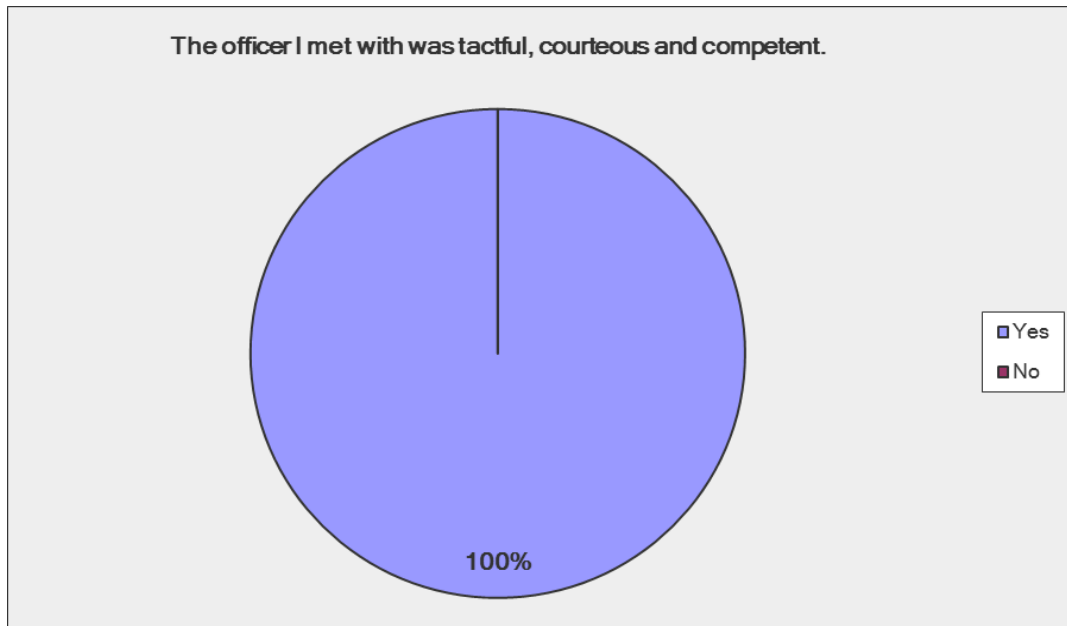
No: 100%



8. The officer I met with was tactful, courteous and competent.

Yes: 100%

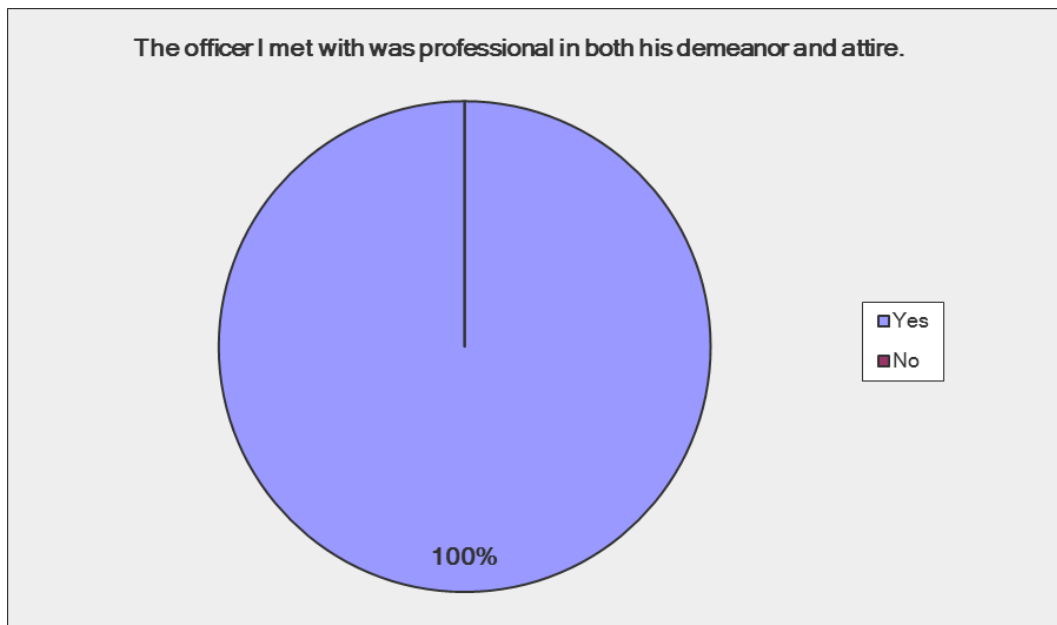
No: 0%



9. The officer I met with was professional in both his demeanor and attire.

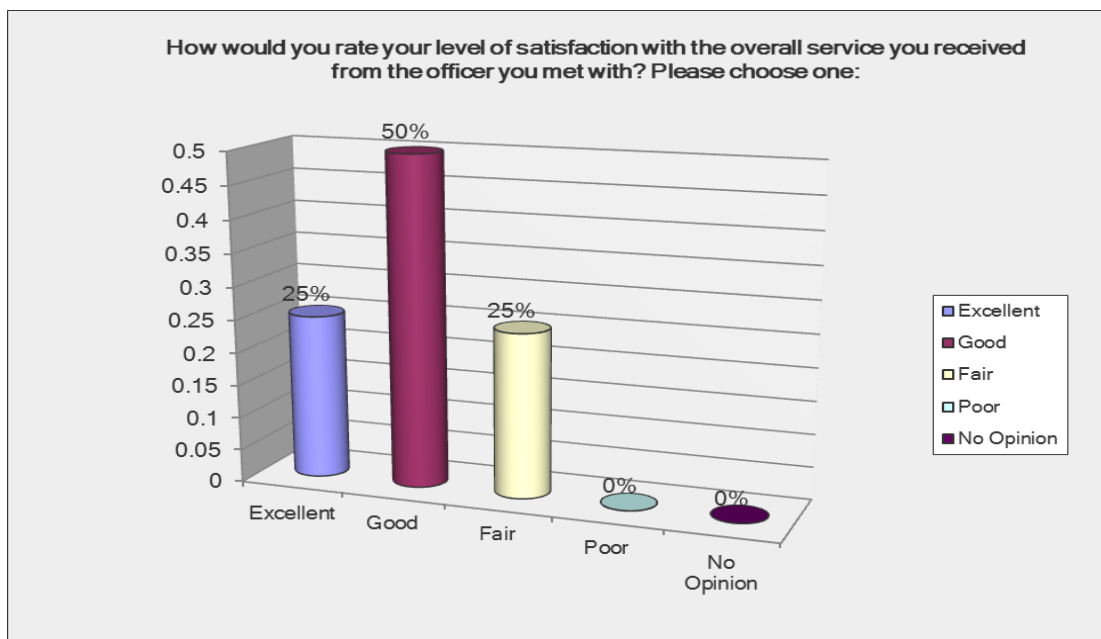
Yes: 100%

No: 0%



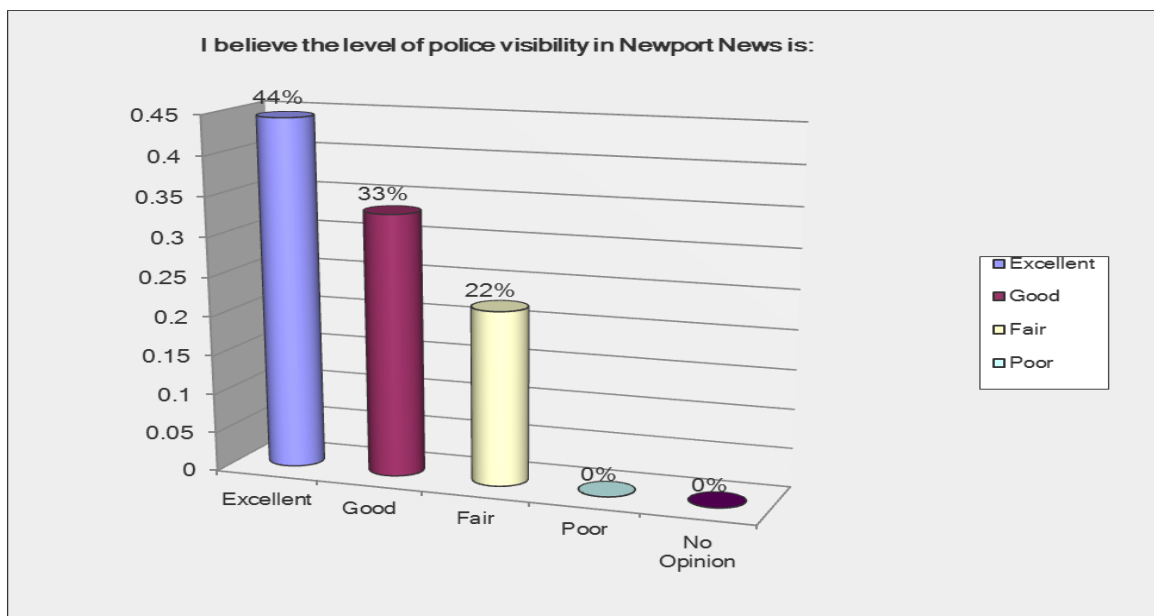
10. How would you rate your level of satisfaction with the overall service you received from the officer you met with? Please choose one:

- Excellent (25%)
- Good (50%)
- Fair (25%)
- Poor (0%)
- No Opinion (0%)



11. I believe the level of police visibility in Newport News is:

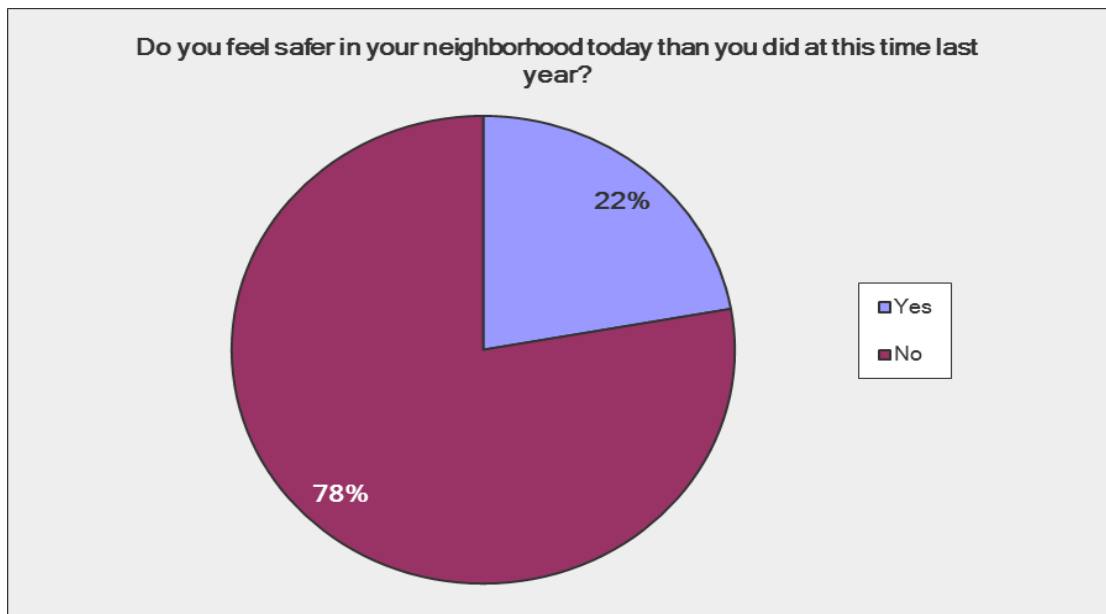
- Excellent (44%)
- Good (33%)
- Fair (22%)
- Poor (0%)
- No Opinion (0%)



12. Do you feel safer in your neighborhood today than you did at this time last year?

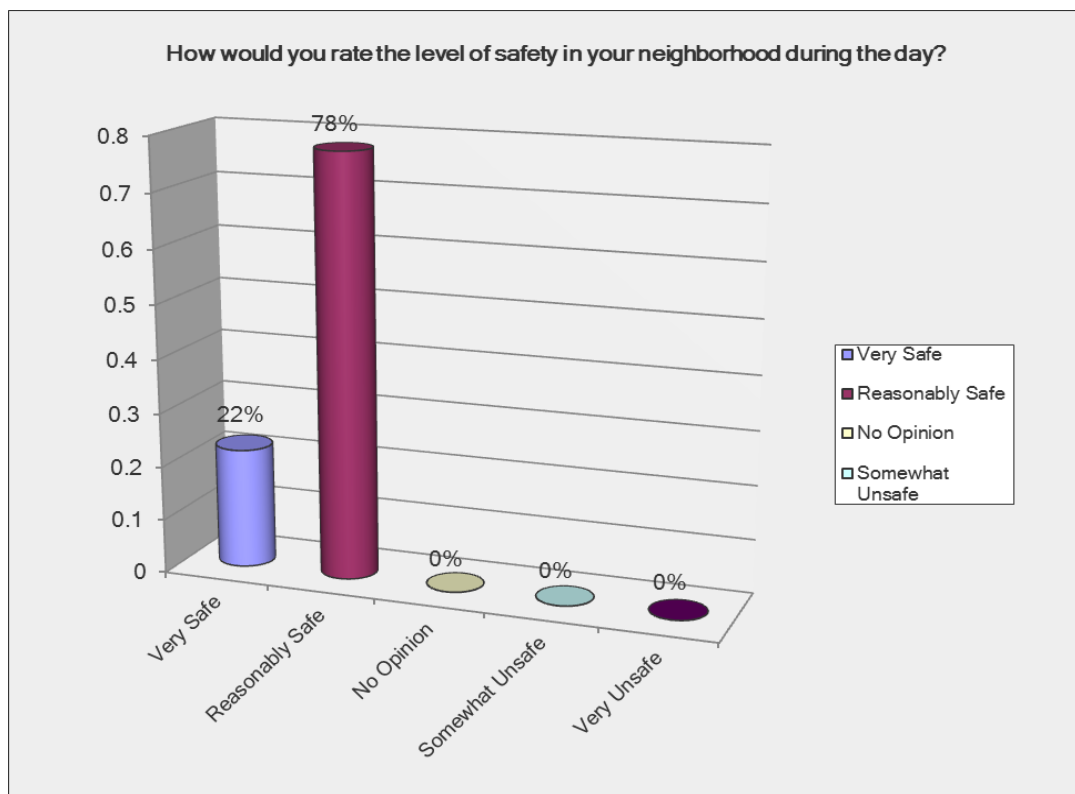
Yes: 22%

No: 78%



13. How would you rate the level of safety in your neighborhood during the day?

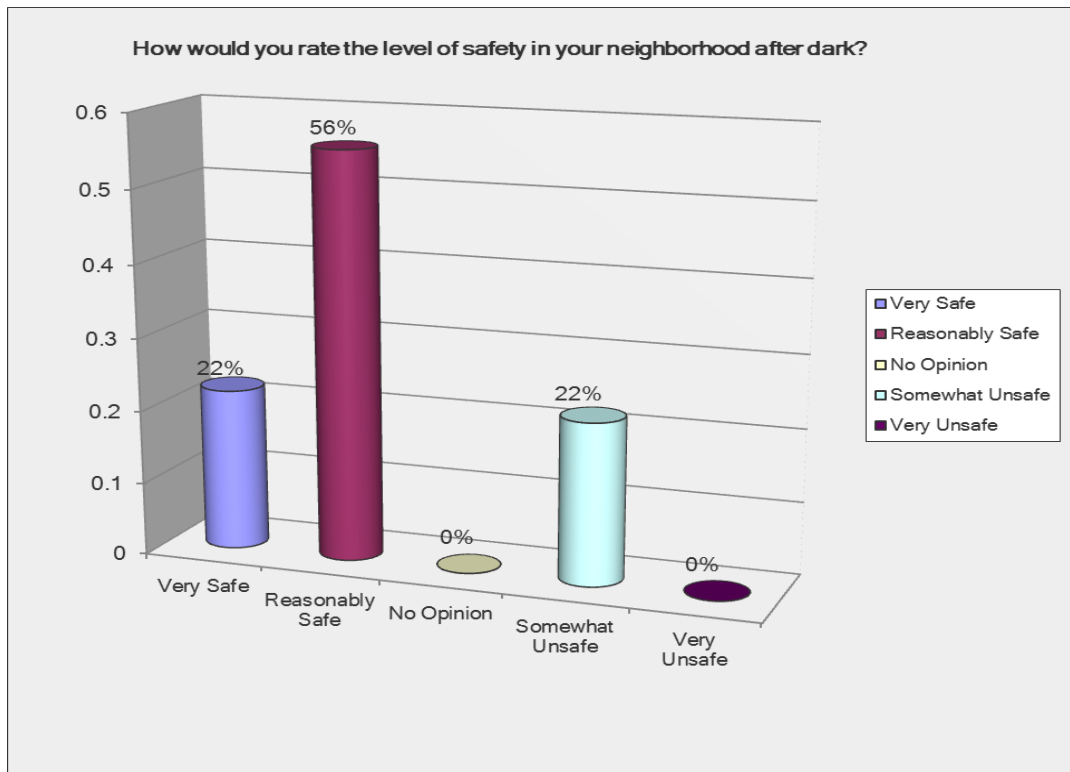
- Very Safe (22%)
- Reasonably Safe (78%)
- No Opinion (0%)
- Somewhat Unsafe (0%)
- Very Unsafe (0%)





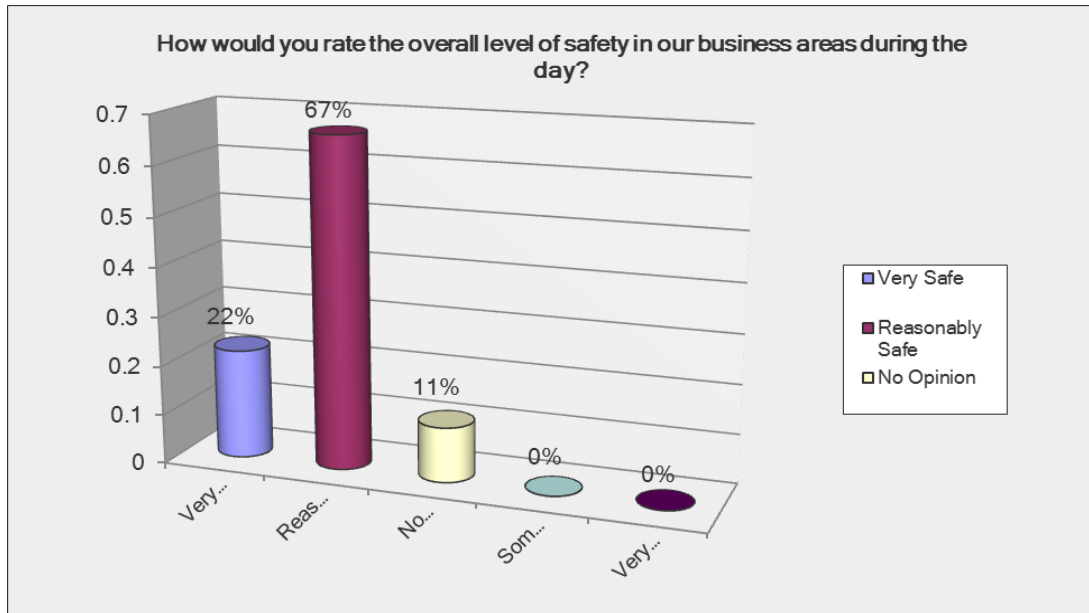
14. How would you rate the level of safety in your neighborhood after dark?

- Very Safe (22%)
- Reasonably Safe (56%)
- No Opinion (0%)
- Somewhat Unsafe (22%)
- Very Unsafe (0%)



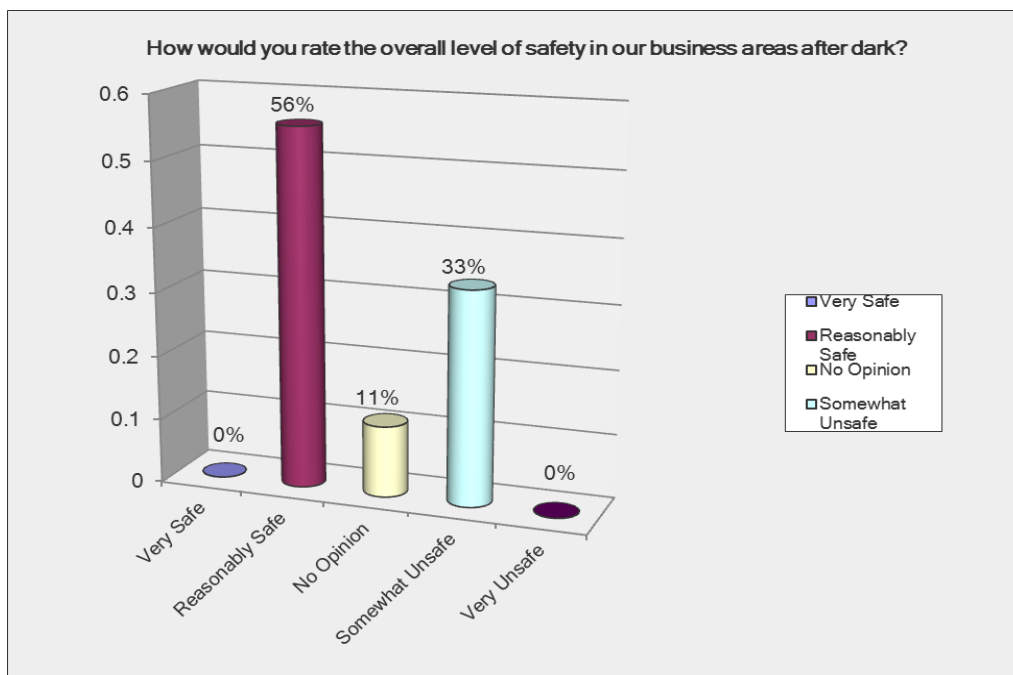
15. How would you rate the overall level of safety in our business areas during the day?

- Very Safe (22%)
- Reasonably Safe (67%)
- No Opinion (11%)
- Somewhat Unsafe (0%)
- Very Unsafe (0%)



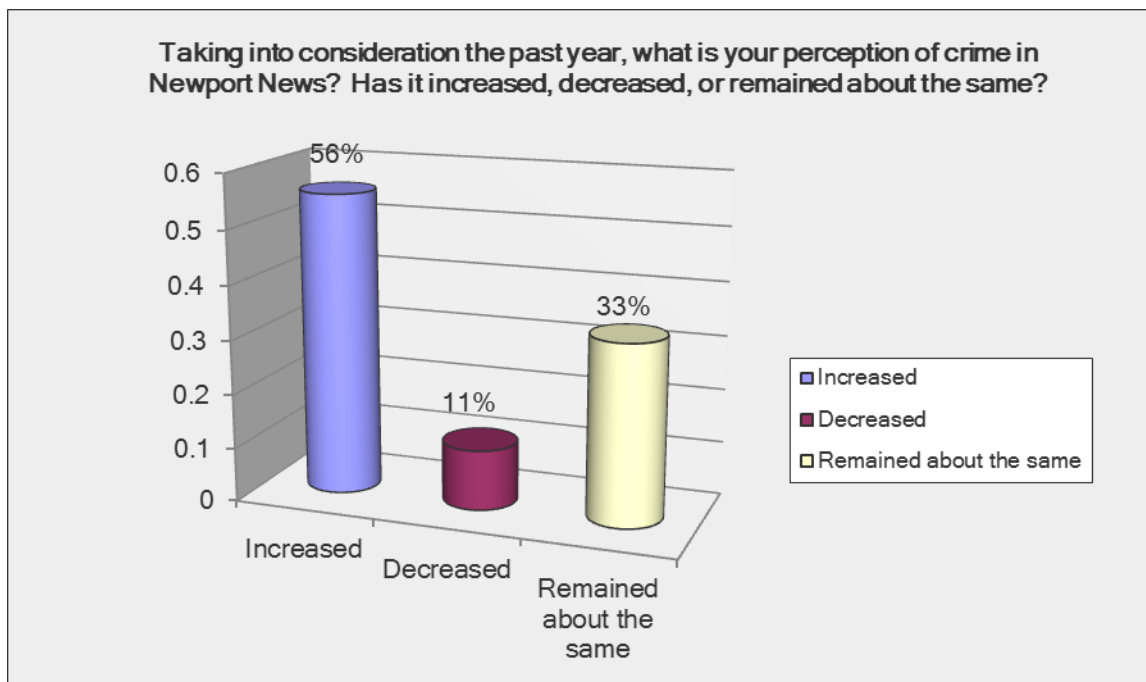
16. How would you rate the overall level of safety in our business areas after dark?

- Very Safe (0%)
- Reasonably Safe (56%)
- No Opinion (11%)
- Somewhat Unsafe (33%)
- Very Unsafe (0%)



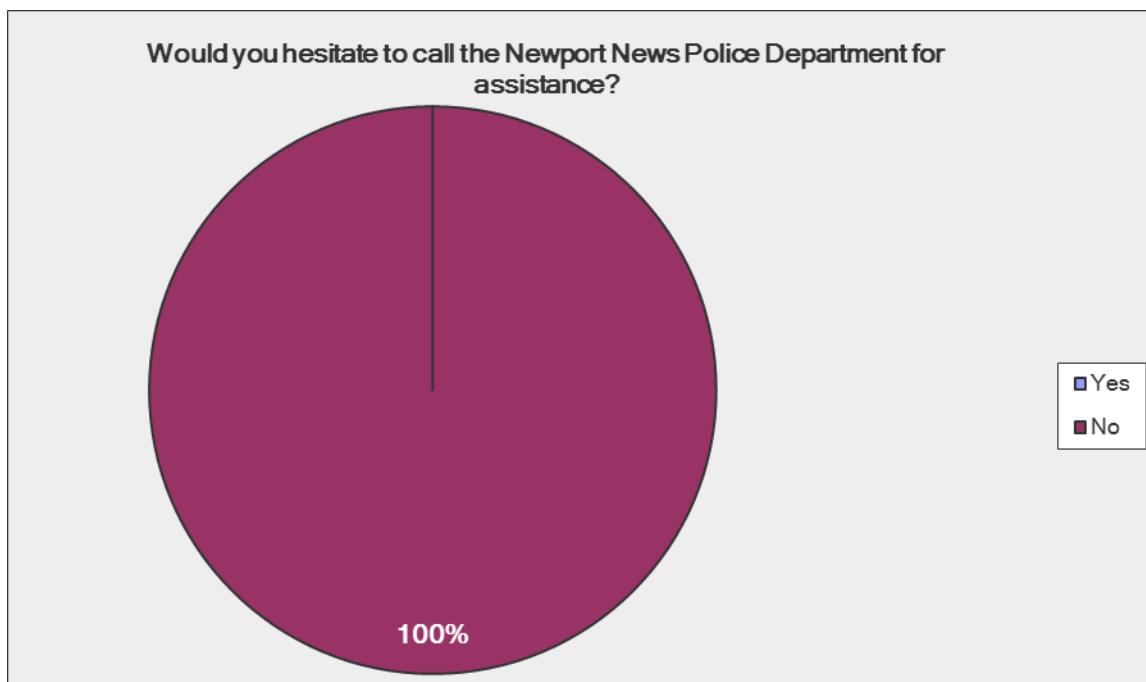
17. Taking into consideration the past year, what is your perception of crime in Newport News? Has it increased, decreased, or remained about the same?

- Increased (56%)
- Decreased (11%)
- Remained about the same (33%)



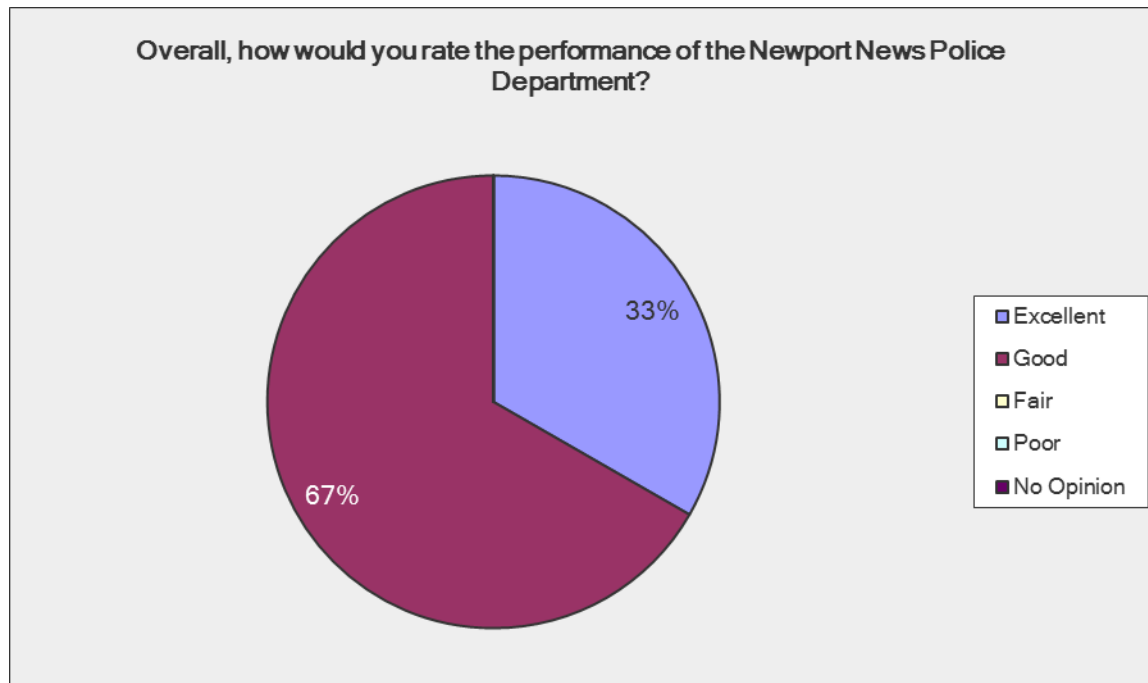
18. Would you hesitate to call the Newport News Police Department for assistance?

Yes: 0%  
No: 100%



19. Overall, how would you rate the performance of the Newport News Police Department?

- Excellent (33%)
- Good (67%)
- Fair (0%)
- Poor (0%)
- No Opinion (0%)



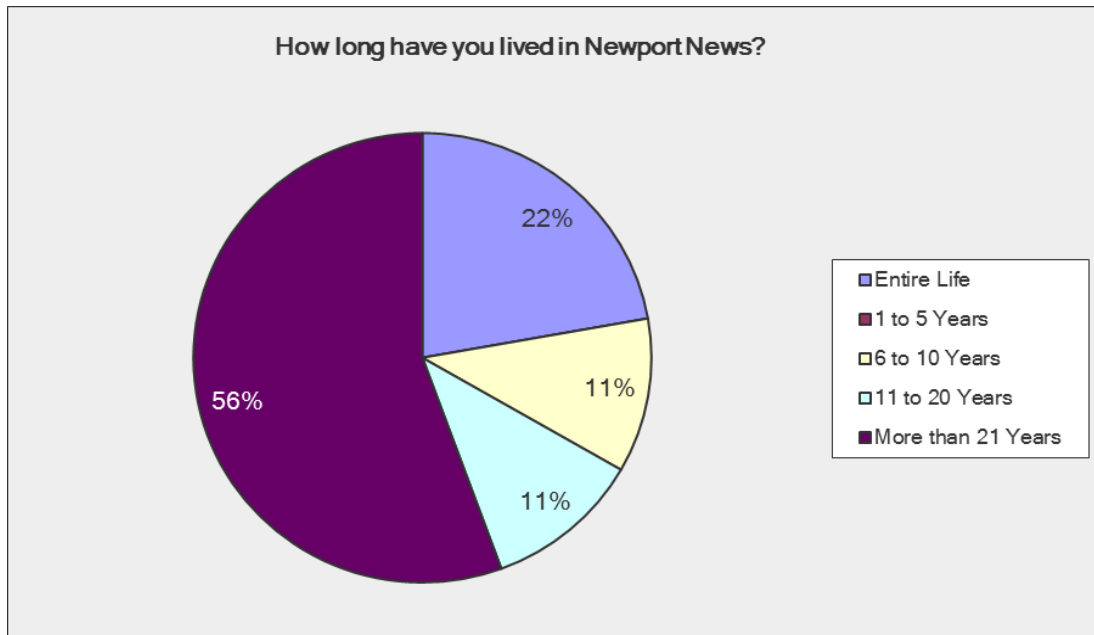
20. Please enter any recommendations, comments or suggestions you might have regarding our police services in the block below:

- Activity takes place often.
- More visibility in my community
- Keep up the good work. Be good and GOD BLESS
- Thank you for being there. I live in Hilton Village and the gunfire noise has increased, but I know you will check it out.
- You respond to domestic situations. More training and understanding is needed and, with some officers, sensitivity and professionalism (other call prior to 2012)
- None at the moment.

(The following six questions are regarding the demographic make-up of the respondents.)

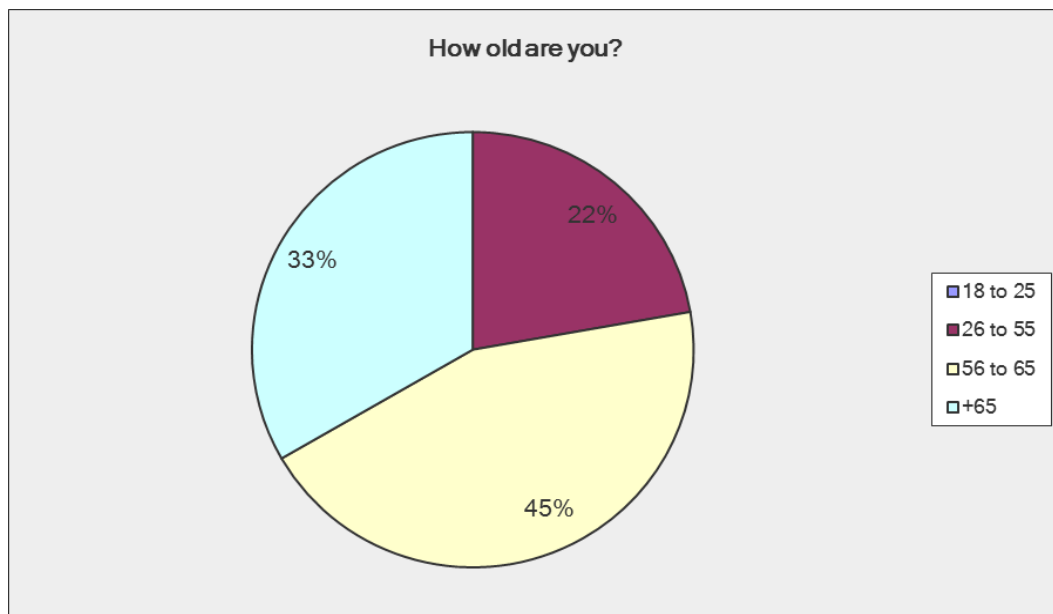
21. How long have you lived in Newport News?

- Entire life; (22%)
- 1 to 5 Years; (0%)
- 6 to 10 Years; (11%)
- 11 to 20 Years; (11%)
- More than 21 Years. (56%)



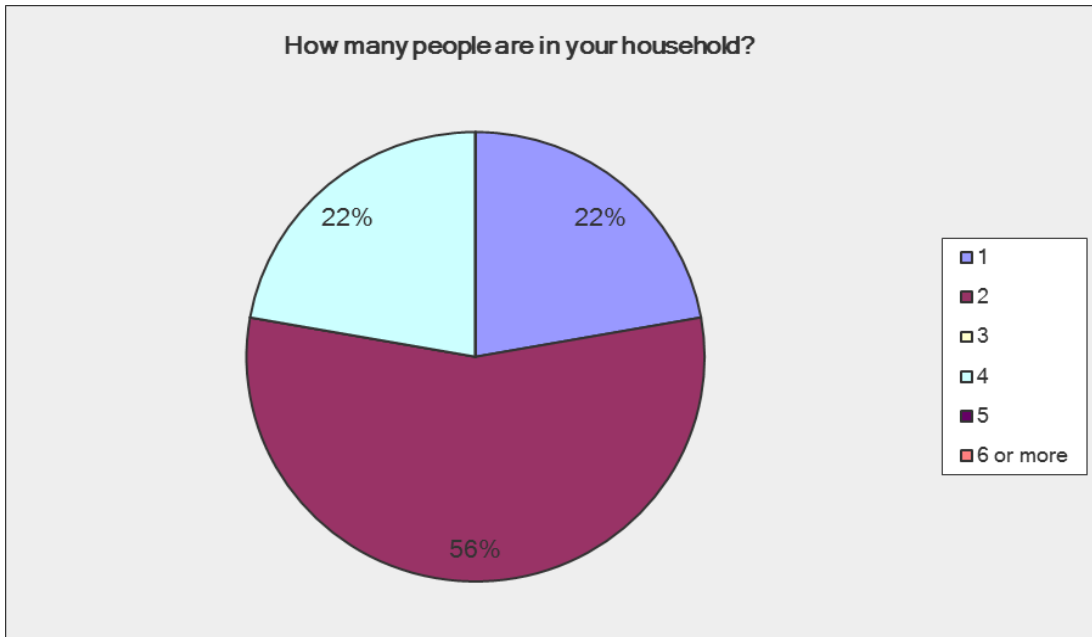
22. How old are you?

- 18 to 25 (0%)
- 26 to 55 (22%)
- 56 to 65 (44%)
- +65 (33%)



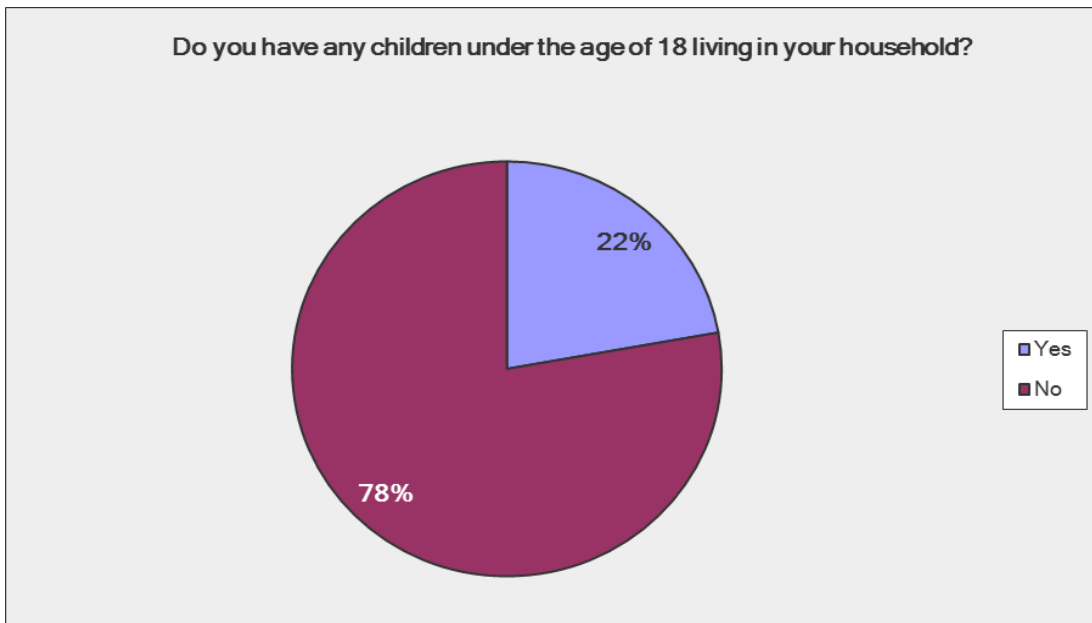
23. How many people are in your household?

- 1 (22%)
- 2 (55%)
- 3 (0%)
- 4 (22%)
- 5 (0%)
- 6 or more (0%)



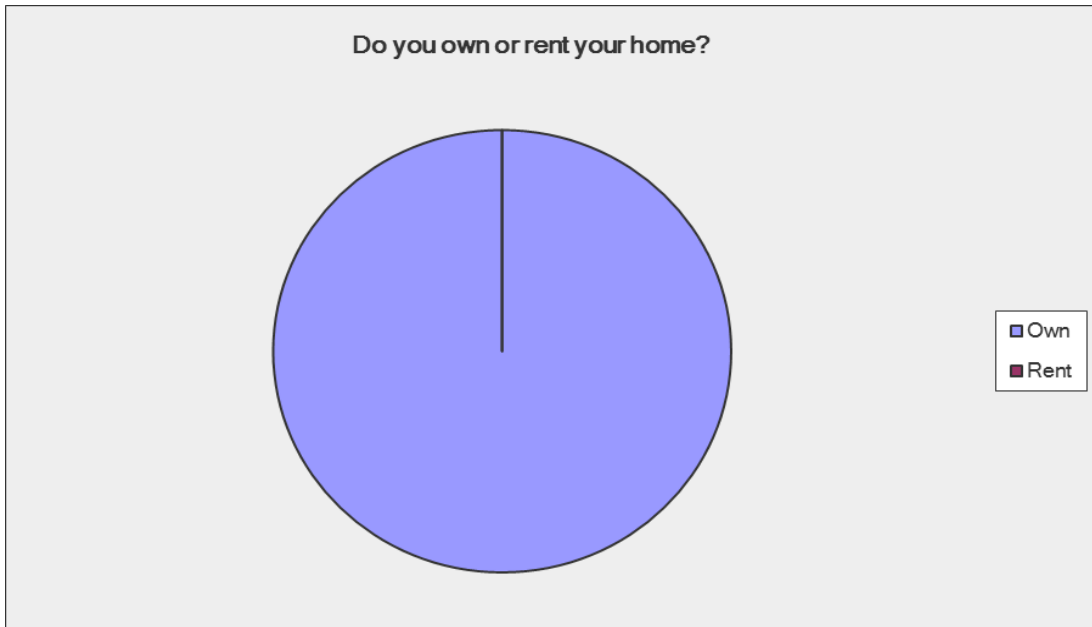
24. Do you have any children under the age of 18 living in your household?

- Yes (22%)
- No (78%)



25. Do you own or rent your home?

- Own (100%)
- Rent (0%)



26. What is your current employment status? (Please check only one box)

- Employed (44%)
- Unemployed (0%)
- Disabled (0%)
- Retired (56%)
- College Student (0%)

